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MOONLIGHT TOBACCO COMPANY: THINKING SMALL IN BIG BUSINESS

Into the ranks of established cigarette brands bursts Moonlight Tobacco Company, an upstart new family of brands which bend, if not break, the bonds of traditional tobacco marketing. A division of R.J. Reynolds Tobacco Company, Moonlight is the brainchild of Dirk Herrman, a Senior Marketing Manager at RJR, who literally came up with the concept while brainstorming ideas at home around the kitchen table with his wife, Lucy. Armed with theses original brand ideas, Herrman began to meet after hours with Reynolds r&d specialist Diane Roberts and together were able to bring these concepts to fruition. Herrman and Roberts have a vision... they wants R.J. Reynolds to think small.

Advocates of "intrapreneuring," the creation of dynamic new businesses within established corporations, Herrman and co-founder Diane Roberts have pioneered Moonlight Tobacco Company, producing some distinctly non-traditional brands of cigarettes. Sedona, Politix, Jumbos, City... Moonlight is injecting style and niche-marketing into an industry accustomed to following long-established methods to produce large-scale brands.

Says Herrman, "We're perfectly content to be a small fish in a big pond. We're having a ball developing lots of brands with something new for every adult smoker. Someone who might not be a Jumbos smoker could be a big fan of City, and vice versa."

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MOONLIGHT
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Adds Diane Roberts, "We work for smokers. We believe Moonlight's unique new graphic and product appeal provides an opportunity for smokers to finally express their individual identity. The Moonlight customer will have the choice of making a statement beyond traditional branding." Introduced to the market in September, 1995, Moonlight is comprised of seven brands which are shipped and displayed in varying assortments based on regional demographics. Sedona, Metro Lights, Jumbos, City and B's are available in New York City; Sedona, Jumbos, Politix and B's are available in Chicago; Seattle smokers have Jumbos, Politix, North Star, and B's.

A small company within a large one, Moonlight offers a variety of brands for a variety of personal tastes, combined with the quality assurance of the R.J. Reynolds name. Comments Herrman, "I believe that intrapreneuring is the wave of the future. That small-business, from-the-gut mindset is where the best creative ideas are born. We have the opportunity to offer dynamic brands that are great to smoke and deliver some of the best products RJR has to offer."

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